

ORDER



KLAS

Orders	Order / Rev:	37242	Primary AE:	Mike Jones
	Alt Order #:	08863981	Sales Office:	K-WAS
	Product Desc:	Issue	Sales Region:	National
	Estimate:	1770		
	Flight Dates:	09/13/12 - 09/22/12		
	Original Date / Rev:	09/12/12 / 09/12/12		
	Order Type:	GENERAL		

Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Patriot Majority	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV1	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/21/12	14	\$28,200.00	\$23,970.00	September 2012	14	\$28,200.00	\$23,970.00	0.00
					Totals	14	\$28,200.00	\$23,970.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$28,200.00
Market	100%	\$94,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$23,500.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,700.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	09/14/12	09/14/12	Live w/Kelly	CM	9-10a	----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
LIVE! WITH KELLY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 09/10/12	09/16/12	----F--	1	\$750.00	0.00								
E 4	8	09/14/12	09/14/12	8 News Now Noon M-F	CM	12-1230p	----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
8 News Now Noon M-F															

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Advertiser: **Patriot Majority**
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Estimate: **1770**

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